

CLAIMS

1. A product information display body assigned with pieces of information about a product and attached as a visible information display to the product, characterized by that:

invisible information identification means is provided in the display body, wherein

the invisible information identification means comprises an information presenting substance which is one or more elements emitting fluorescence when exposed to a specific wavelength range of electromagnetic wave, a compound composed of two or more of the elements, or a substance including the element or the compound, and

the information presenting substance is correlated with one or more pieces of the information about the product displayed on the visible information display.

2. The product information display body according to claim 1, wherein the information presenting substance is arranged to emit one or more line spectrum when exposed to the specific wavelength range of electromagnetic wave.

3. The product information display body according to claim 1 or 2, wherein the information presenting substance contains a transition element of incomplete 3d shell and/or a transition element of incomplete 4f shell.

4. A product authentication method for examining the authentication of a product using a product information display body which is assigned with pieces of information about a product as a visible information display and is provided with an invisible information identification means composed of an information presenting substance correlated with one or more pieces of the information about the product displayed on the visible information display, comprising the steps of:

exposing the product information display body to a specific wavelength range of electromagnetic wave and detecting fluorescence emitted from the information presenting substance of the product information display body with the use of detecting means;

identifying the information about the product correlated with the information presenting substance based on a measurement of the fluorescence emitted from the information presenting substance; and

comparing the identified information about the product with the pieces of information provided as the visible information display on the product information display body to judge whether the product attached with the product information display body is authentic or not.

5. The product authentication method according to claim 4, wherein both the information about the product correlated with the information presenting substance and the measurement of the

fluorescence emitted from the information presenting substance are consolidated by a data bank which is positioned distanced from a location of measuring the fluorescence emitted from the information presenting substance.